



# RECREATION & PARK FACILITIES MASTER PLAN FINDINGS PRESENTATION

CITY OF GREENBELT  
MAY 2, 2018

# PURPOSE OF THE PLAN

- Road map for improving the City's provision of parks and recreation facilities and services for residents and visitors
  - Inventories existing public parks and recreation assets
  - Reviews current conditions impacting recreation in Greenbelt
    - Demographics, community input, trends
  - Identifies residents' wants, needs, and level of satisfaction with current recreation opportunities; as well as ideas for improvement
  - Provides goals and prioritized action plan for improving existing and future recreation opportunities

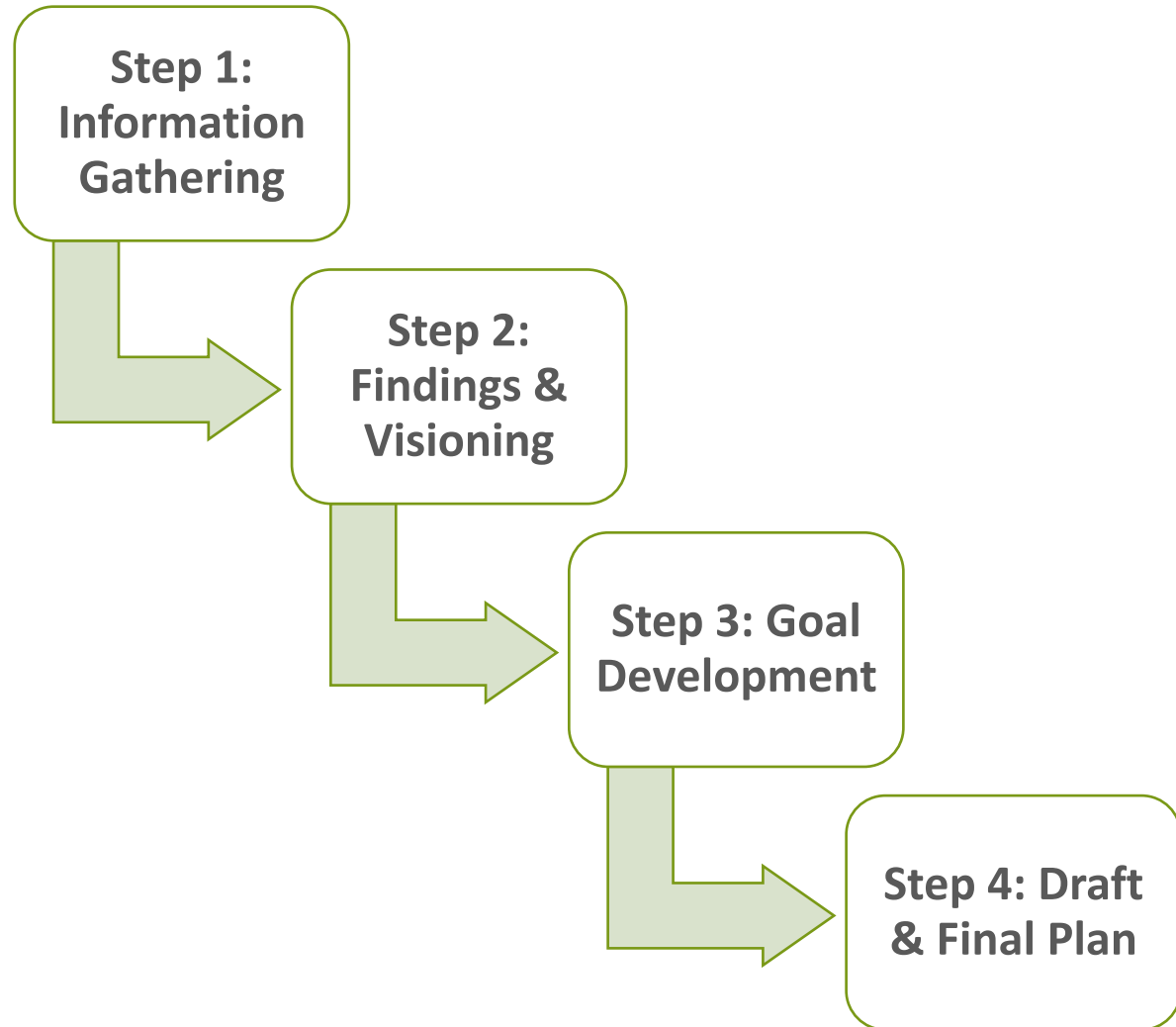
# PRESENTATION AGENDA

- Master Plan Process
- Demographic Trends
- Inventory of Facilities
- Community Input
- Key Findings and Preliminary Recommendations
- Questions and Feedback



# MASTER PLAN PROCESS

- **1. Information Gathering & Analysis**
  - Review background data
  - Stakeholder Focus Groups
  - Community Survey
  - Inventory Update & Gap Analysis
  - Organizational and Program Review
  - Analyze and Coalesce Data
- **2. Findings & Visioning**
- **3. Goals & Recommendations**
- **4. Draft and Final Plans**





# DEMOGRAPHIC TRENDS

## 2017 POPULATION SUMMARY STATISTICS

- 21,250 RESIDENTS (FY18 Budget)
- 10,306 HOUSEHOLDS (FY18 Budget)
- 33-36 YEARS OLD – MEDIAN AGE RANGE
- \$65-66K MEDIAN HOUSEHOLD INCOME
- OVER 40% AFRICAN AMERICAN; ABOUT 1 IN 5 RESIDENTS IDENTIFIES AS HISPANIC



### Greenbelt's Population is:

- Steadily growing
- Young, with high percentage of youth and young adults
- Racially/Ethnically diverse
- Well-educated
- Lower median household income vs State and County

# DEMOGRAPHIC TRENDS

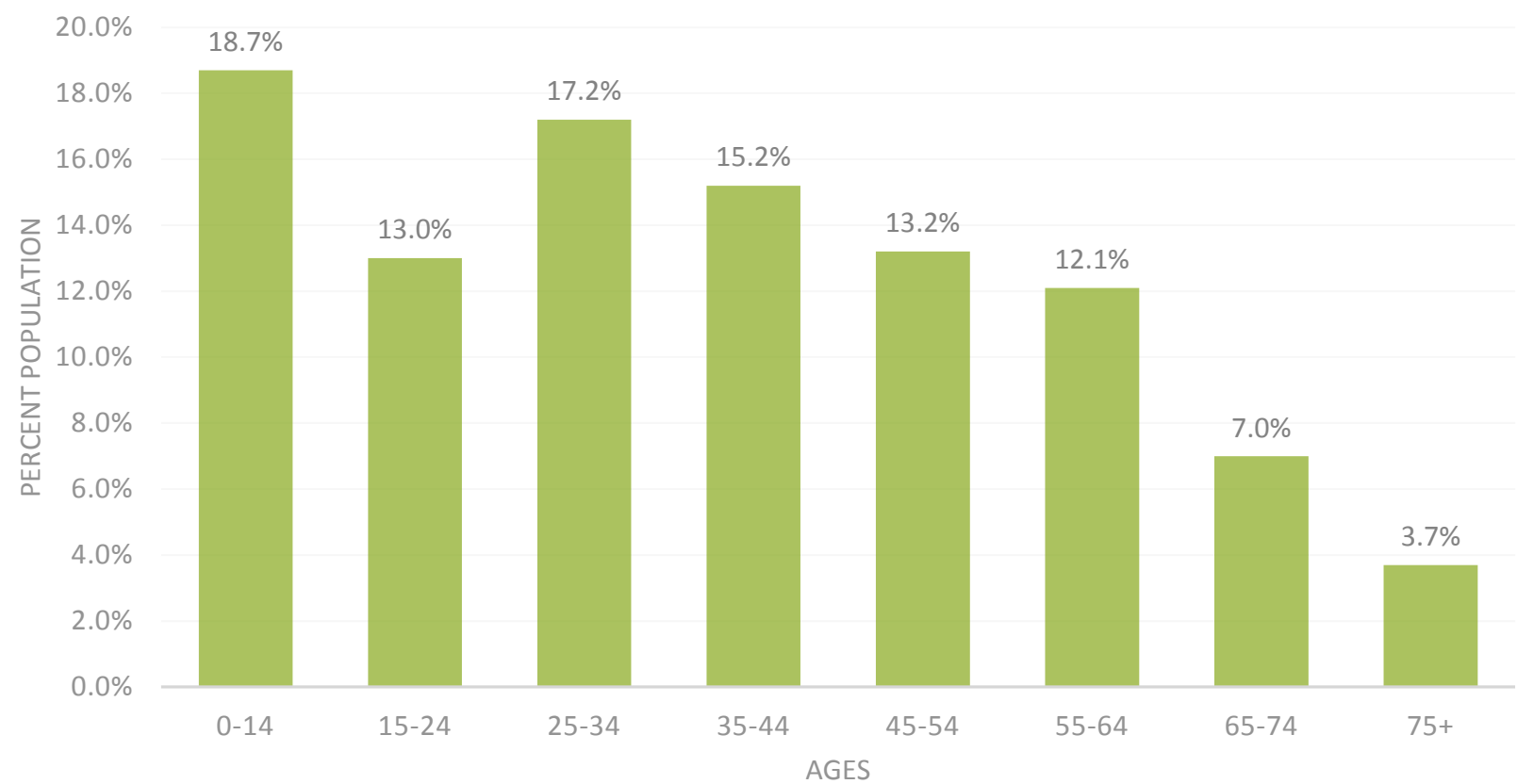
## YOUNG POPULATION

NEARLY 19% UNDER AGE 14

MEDIAN AGE: 33-36 YEARS

State: 39 years

County: 36.2 years



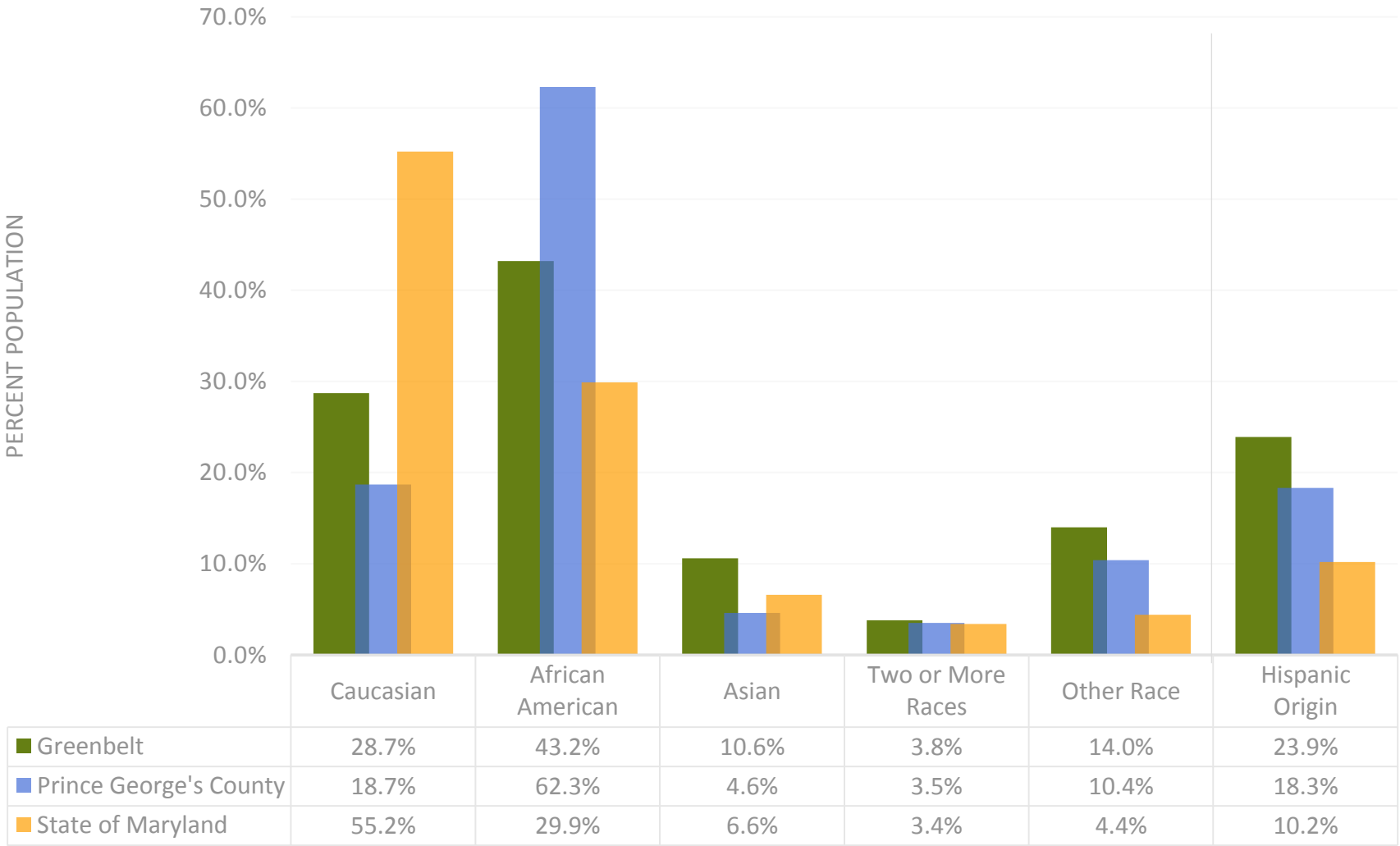
# DEMOGRAPHIC TRENDS

## DIVERSE RESIDENT BASE

Majority-minority  
community

Over 40% African  
American

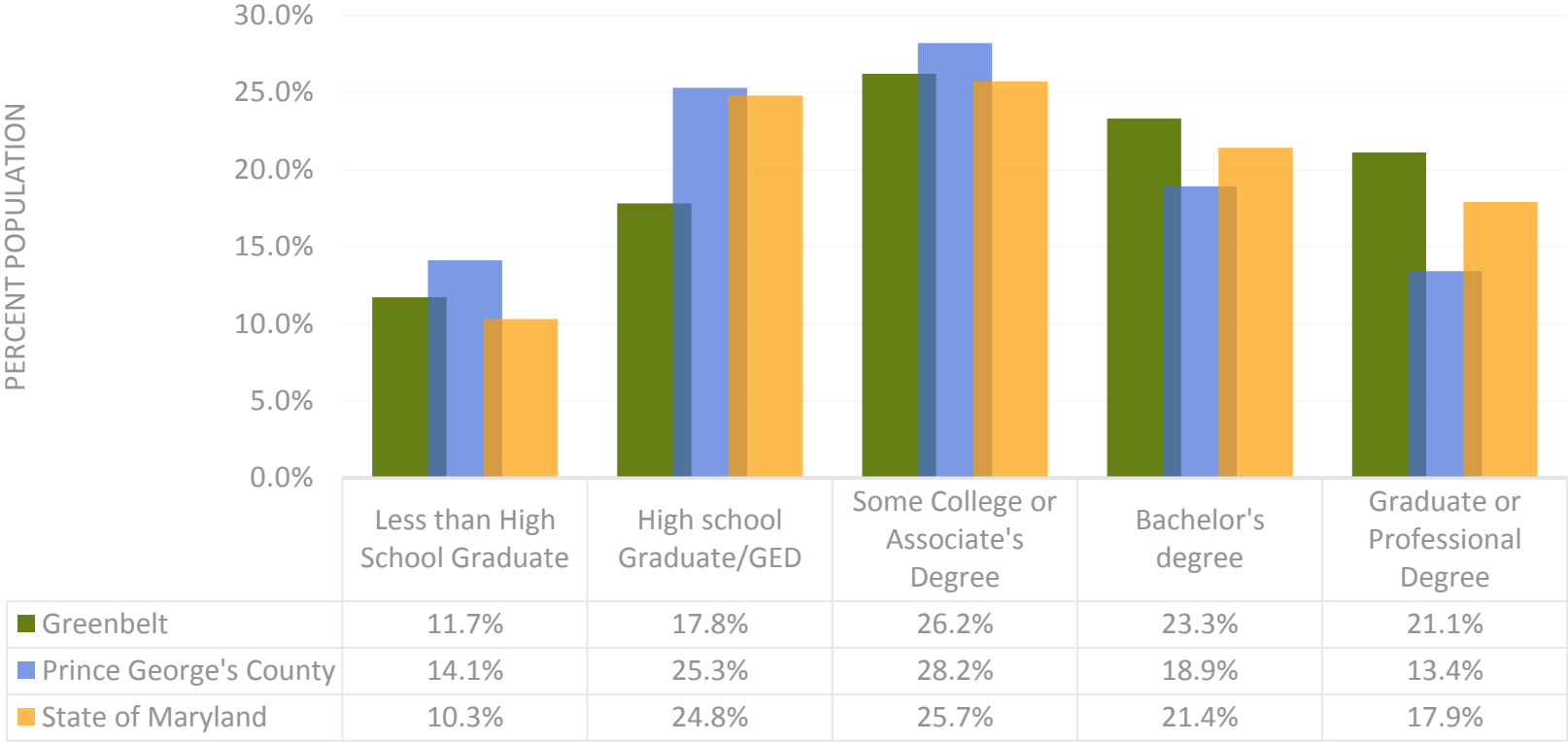
Nearly ¼ Hispanic



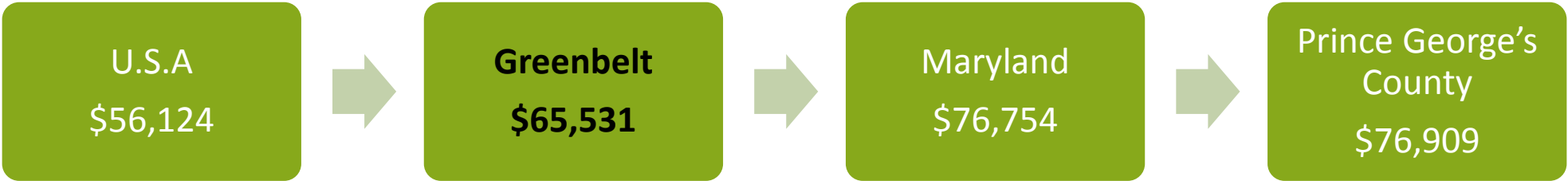
# DEMOGRAPHIC TRENDS

## WELL EDUCATED RESIDENTS

Over 43% adults have college or graduate degrees



## LOWER MEDIAN HOUSEHOLD INCOME THAN PEERS LOCALLY

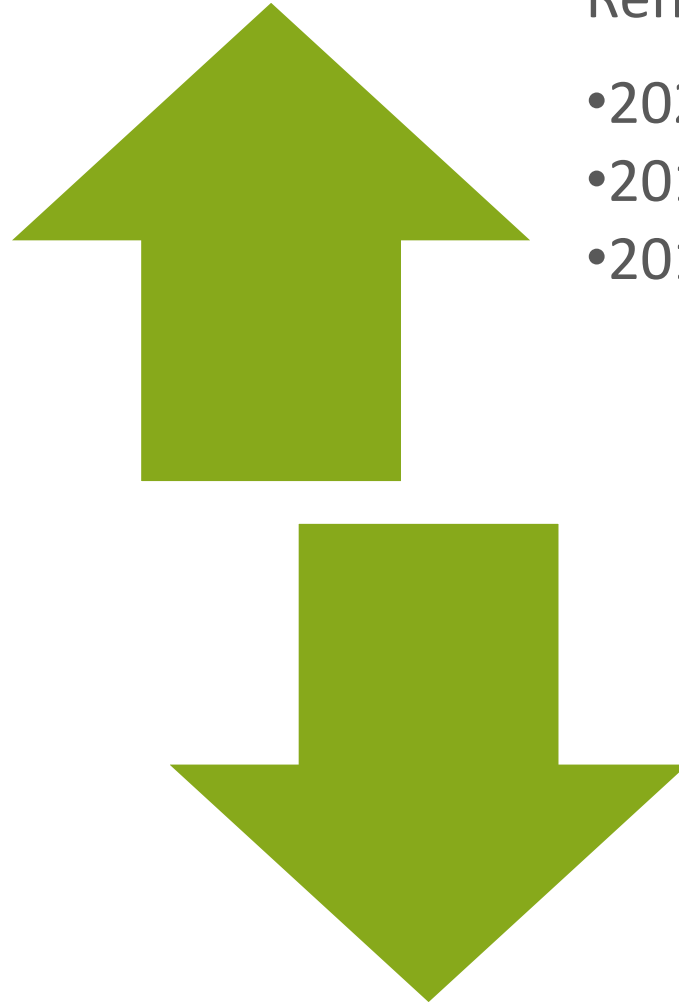




# DEMOGRAPHIC TRENDS

HOMEOWNERSHIP IS  
PROJECTED TO DECLINE

Renters are traditionally  
more difficult to reach

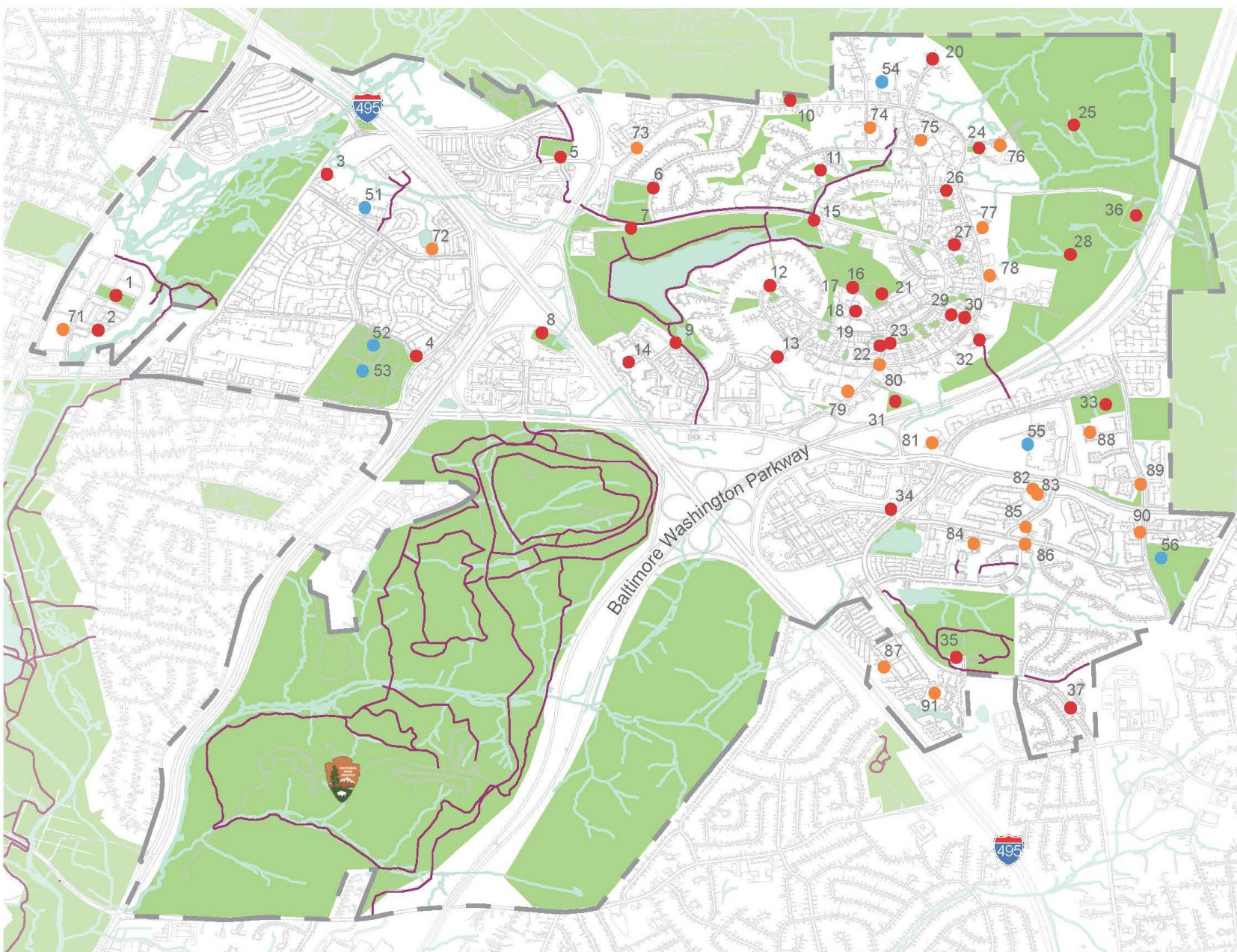


## Renter Occupied Housing

- 2022: 53.6%
- 2017: 52.7%
- 2010: 49.6%

## Owner Occupied Housing

- 2010: 43.8%
- 2017: 40.3%
- 2022: 39.5%



## INVENTORY OF FACILITIES

Approximately 60 sites in Greenbelt provide public recreation opportunities

*Includes: HOAs, schools, county and national park*

38 city parks, playgrounds, open spaces, and recreation facilities

Abundance of smaller parks and playgrounds



# INVENTORY ASSESSMENT

## GREENBELT PARKS AND RECREATION FACILITIES ARE:

Well used for programs, special events, and free play

Many key facilities are older and aging

Buddy Attick Park is heavily used by individuals and groups

Maintenance of athletic fields and basic park infrastructure needs improvement



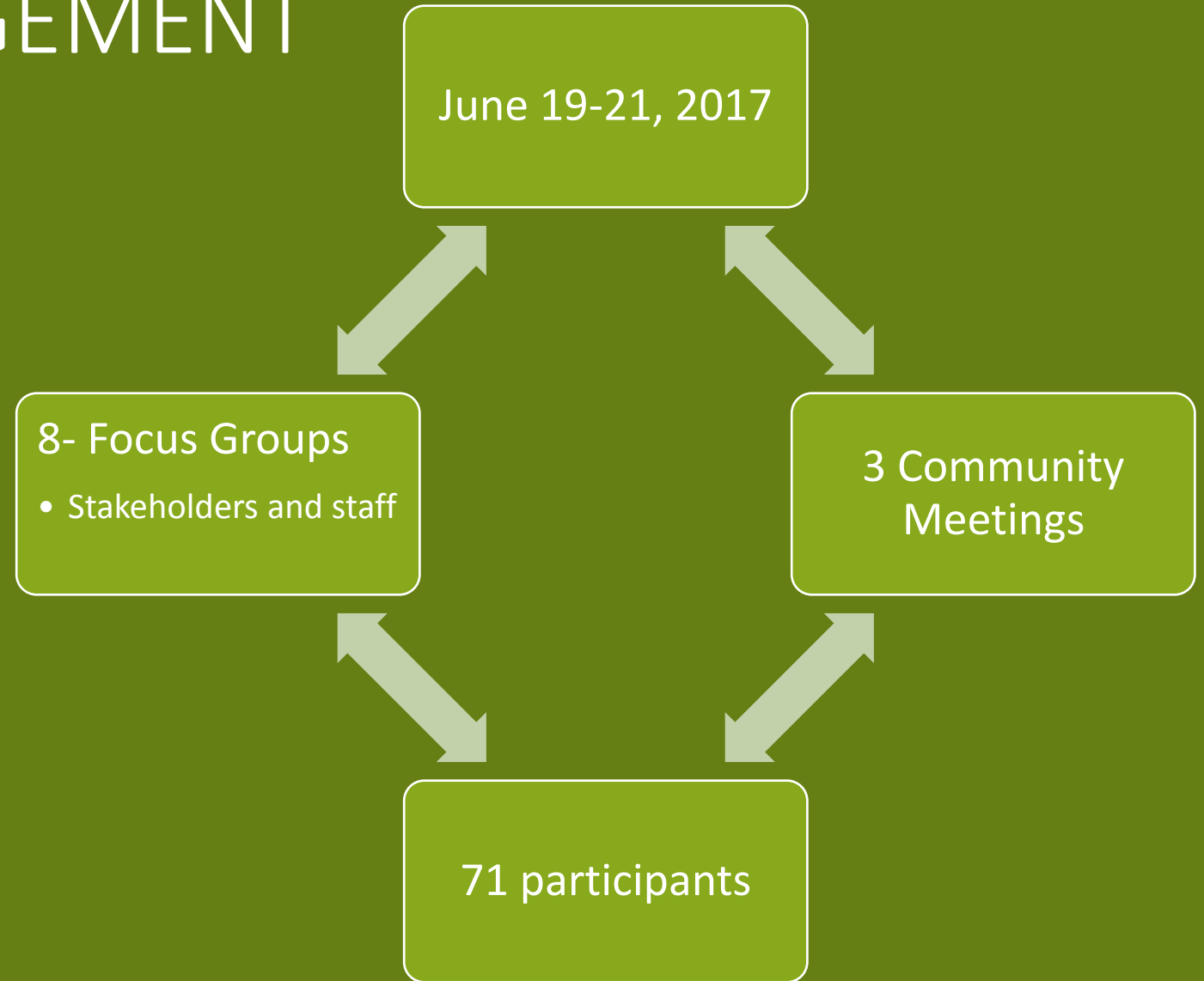
*Arts & Crafts  
Fair at the  
Community  
Center*



*Trail at Buddy  
Attick Park*

# COMMUNITY ENGAGEMENT

Received input on participants  
view of strengths, challenges,  
suggested improvements, and  
priorities for enhancing  
Greenbelt's parks and  
recreation system



# COMMUNITY ENGAGEMENT – SUMMARY OF INPUT

## Strength

High quality programs and customer service. High praise for arts and camp programs.

Walkable recreation options in central Greenbelt

Diverse recreation, fitness, and leisure opportunities

City parks and facilities are welcoming and inclusive

## Challenge

Fewer walkable recreation opportunities in east and west Greenbelt

Hard to engage renters and diverse communities; especially at Franklin Park

Springhill Lake Rec. Center offers fewer opportunities than central Greenbelt options

Athletic fields and parks need better maintenance; limited resources

## Priorities for Improvement

Bike and Pedestrian Connectivity

Enhance existing parks, athletic fields, and recreation facilities

Expand recreation opportunities outside of central Greenbelt

Improve the condition and utility of Buddy Attick Park

# COMMUNITY SURVEY

220 completed random sample surveys

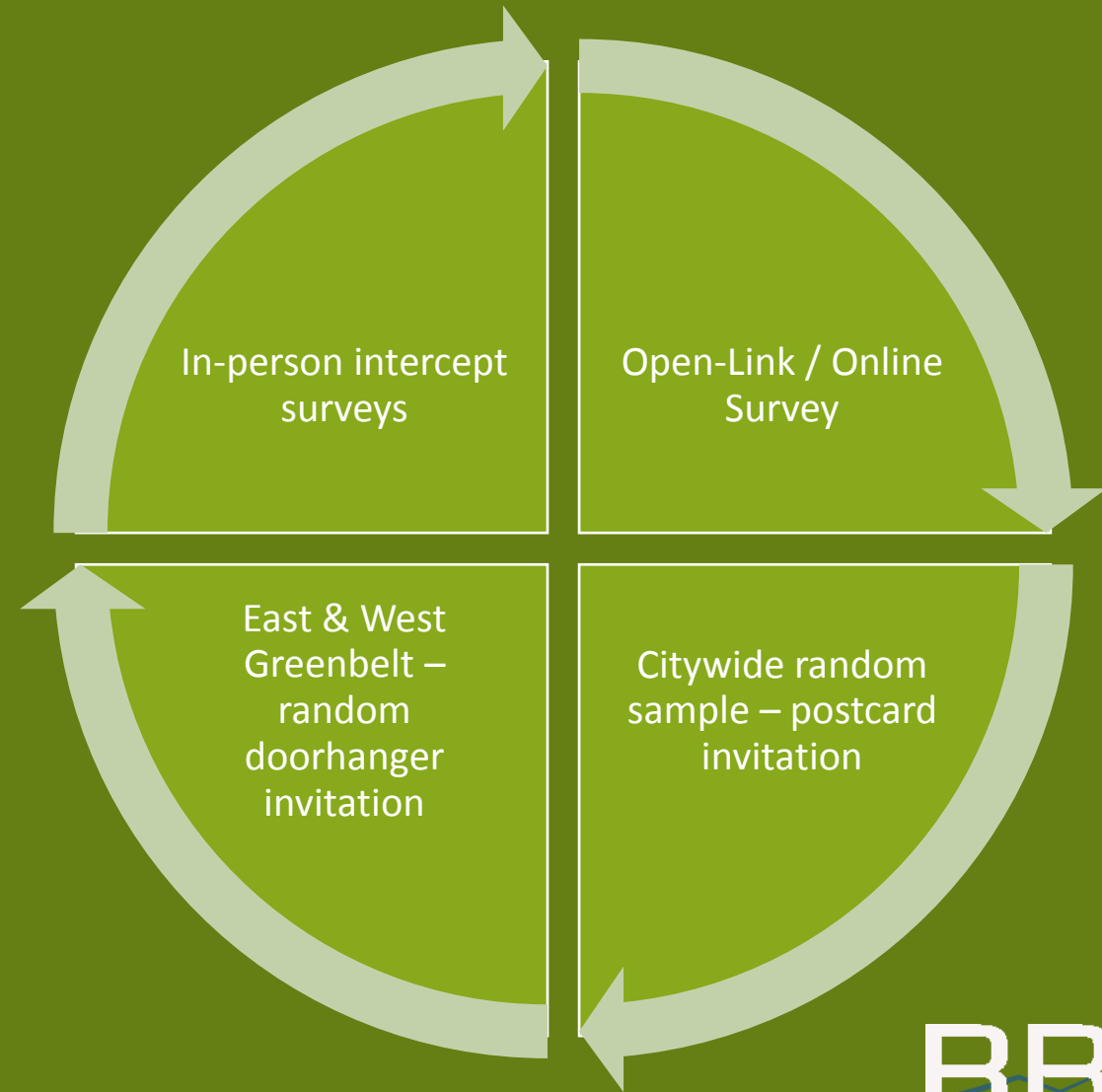
+/-6.57% margin of error

*Includes postcard mailers, intercept surveying, and doorhanger participants*

283 open-link surveys completed

503 total surveys completed

Consistency of responses in both survey pools (random sample / open-link)



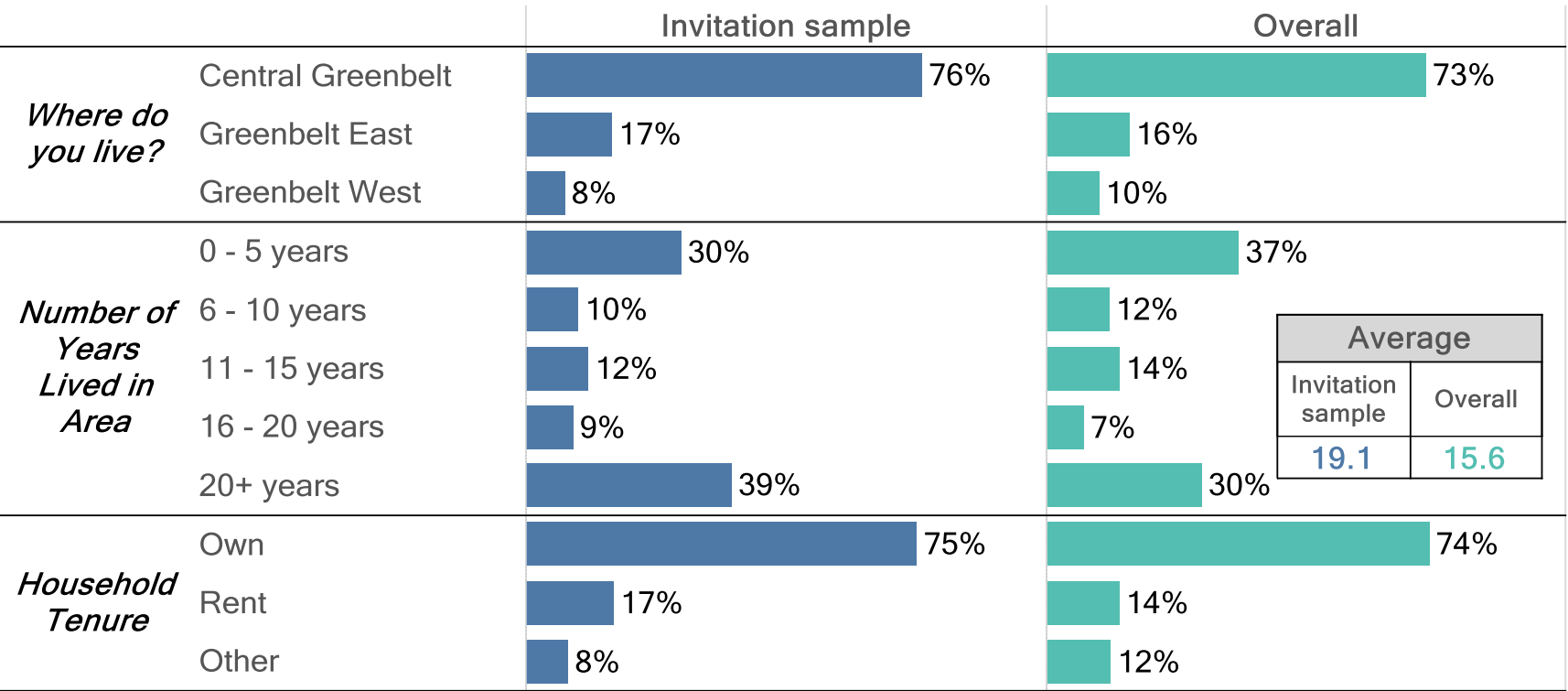


# COMMUNITY SURVEY – WHO RESPONDED?

## DEMOGRAPHIC PROFILE OF RESPONDENTS

- 70%+ FEMALE
- 2/3 OVER AGE 45 YEARS
- MOST HAVE NO CHILDREN AT HOME
- HALF HAVE HOUSEHOLD INCOME LESS THAN \$100K
- OVER 2/3 RESPONDENTS WERE CAUCASIAN
- OVER 95% RESPONDENTS NON-HISPANIC

Greenbelt Recreation Survey | Residential Profile



Source: RRC Associates

# COMMUNITY SURVEY – TOP TEN FINDINGS

1

**Greenbelt respondents are familiar overall with the Recreation Department's offerings.** On average, respondents rated their level of familiarity 3.8 out of 5.0 with 66% saying they are familiar and 11% unfamiliar.

2

Respondents to both the invitation and open-link survey are demographically diverse. **While over 70% of respondents live in Central Greenbelt, there is a wide array of income profiles, ages, and household statuses.**

3

Greenbelt's facilities received high ratings on the degree to which they meet resident needs, despite their importance to the household. **Nearly all facilities had over 50% of respondents stating the current facilities were meeting the needs of their household.**

4

Programs offered by Greenbelt see a similar trend of meeting the needs of most households. **The most important programs for respondents were 1) special events, 2) adult classes, and 3) performing arts.** The least important programs were pre-school programs, camps, and sports programs.

5

**The importance / needs met matrix identifies one program and one facility with high importance, but a lower than average needs met.** For facilities, playgrounds were higher in importance than needs met with performing arts seeing a similar trend for programs.

# COMMUNITY SURVEY – TOP TEN FINDINGS

6

In general, **increased awareness or communication is listed as the top factor that would lead to increased participation at Greenbelt facilities.**

Improving the condition / maintenance of existing facilities would also increase participation.

7

**Planning for the future, respondents highlighted trail connectivity and open space / natural areas as priorities.** These two topics received the most attention and highest rankings for future planning scenarios.

8

**For most, increased user fees would not significantly limit their participation.** 40% of respondents stated increased fees would not limit their participation, while 34% said it would limit their participation “somewhat”.

9

**66% of respondents stated Greenbelt’s communication was effective, compared to only 12% who said it was not effective.**

Respondent’s preferred avenue to receive information is the Greenbelt News Review and e-mails from the city.

10

**Respondents shared high praise for the City and their recreation facilities / programs** in their open-ended comments. Many comments highlighted the level of service of staff, cleanliness, and value to the community.

# COMMUNITY SURVEY - FACTORS THAT INFLUENCE VISITATION TO PARKS AND RECREATION FACILITIES

*I love the water, the playground, and trails.*

*I'm a runner and the lake is a great place to run around!*

*Lots of activities related to what I am interested in.*

*Proximity to my home. Most use centers around children's activities.*

- Activities for a variety of ages
- Cleanliness
- Feeling of safety
- Programs / classes at the facility
- Close to home/work
- Ease of access/parking
- Dog friendly
- Peaceful location
- Family friendly areas
- Exercise
- Activities for children
- Special events (e.g. farmers market)
- Presence of water/lake

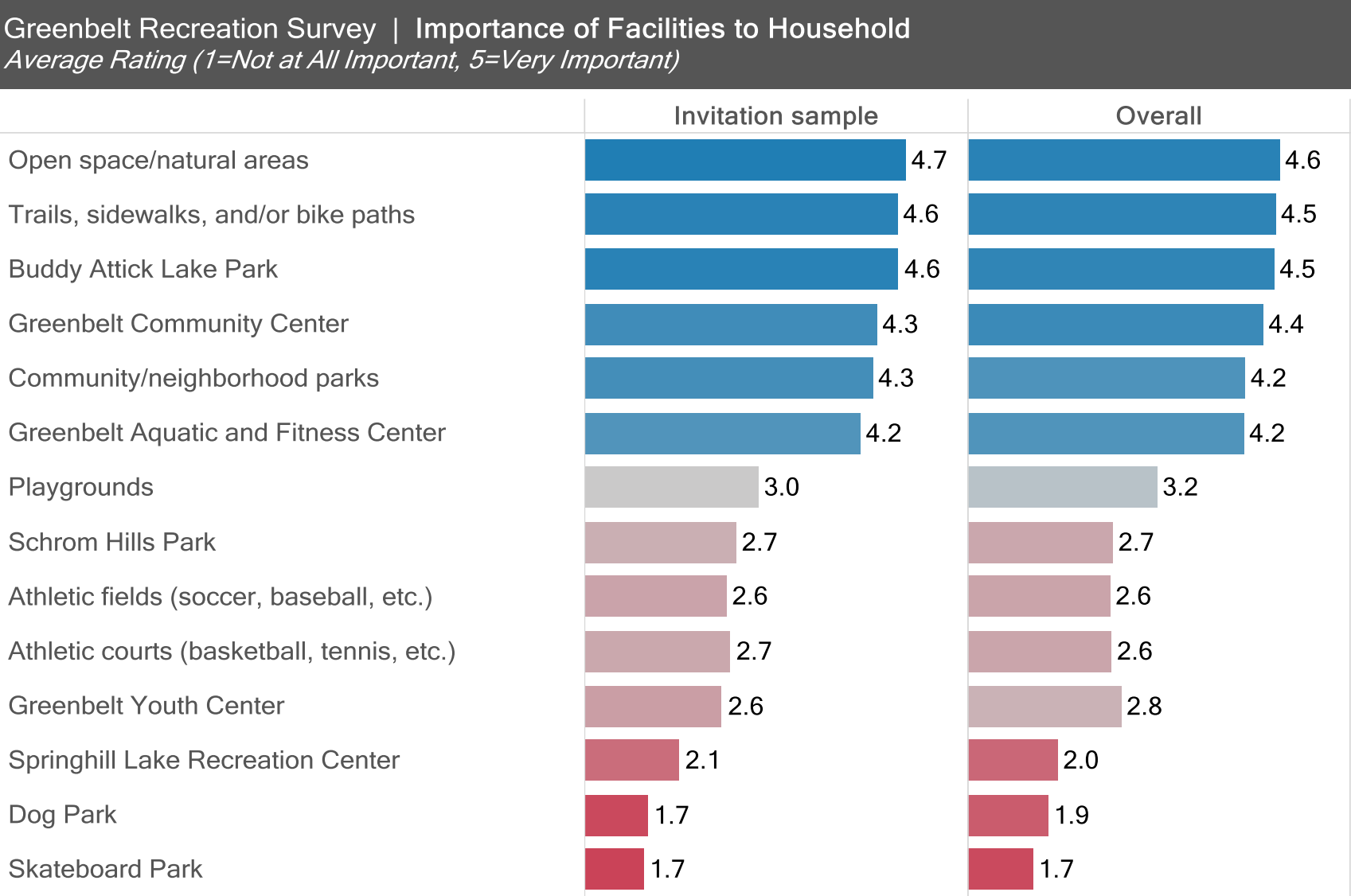
*Good selection of activities for all ages.*

*Scenic beauty, close access to my home.*

*The recreational center is an inviting place for my 11 year old son and all of his friends in the community. The place serves as a safe haven with professional that provide a space where kids can be athletic and social.*

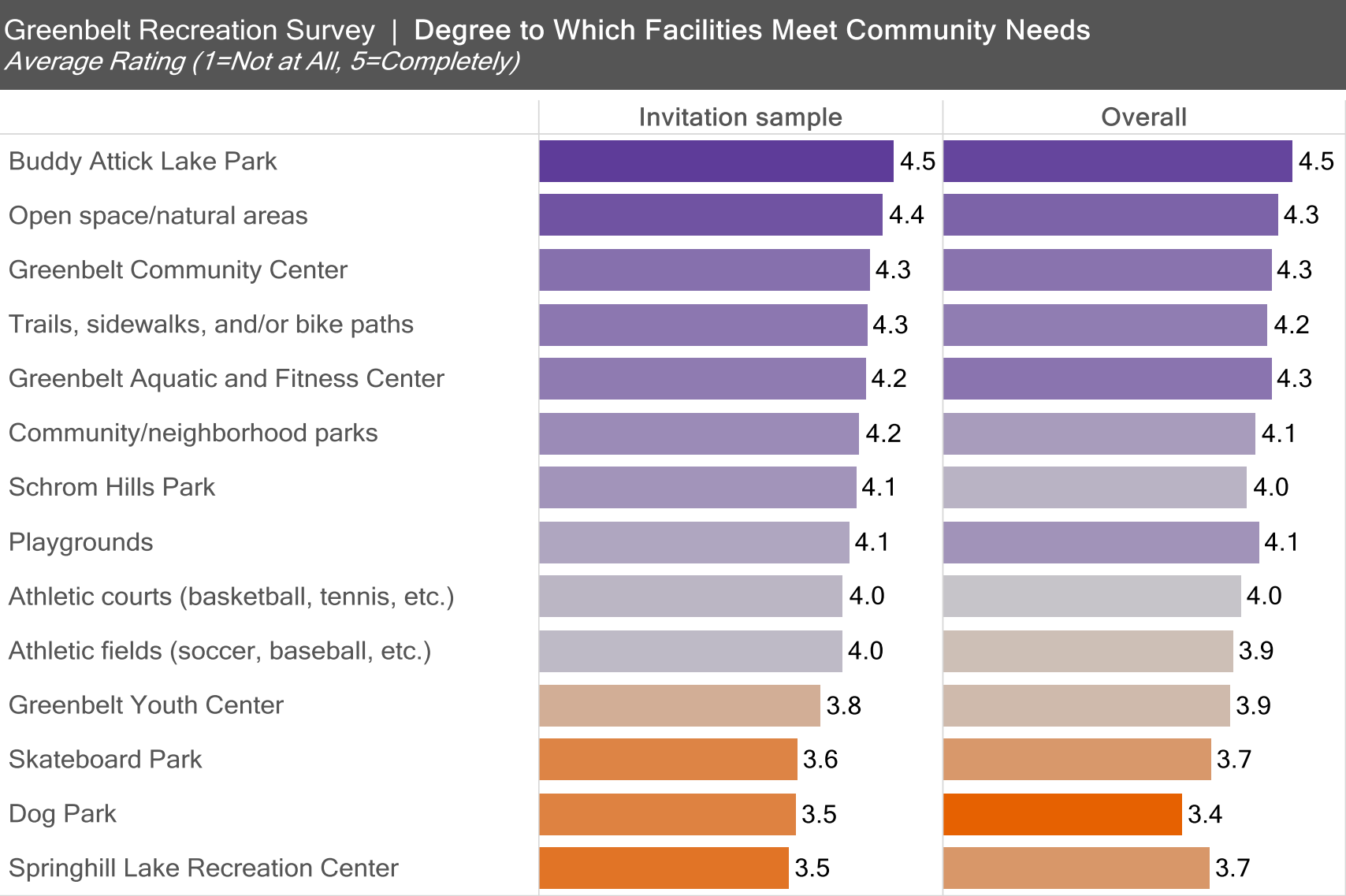
*Convenient hours, clean, well maintained, good staff. The GAFC is a godsend for me.*

# COMMUNITY SURVEY – IMPORTANCE OF EXISTING FACILITIES



Source: RRC Associates

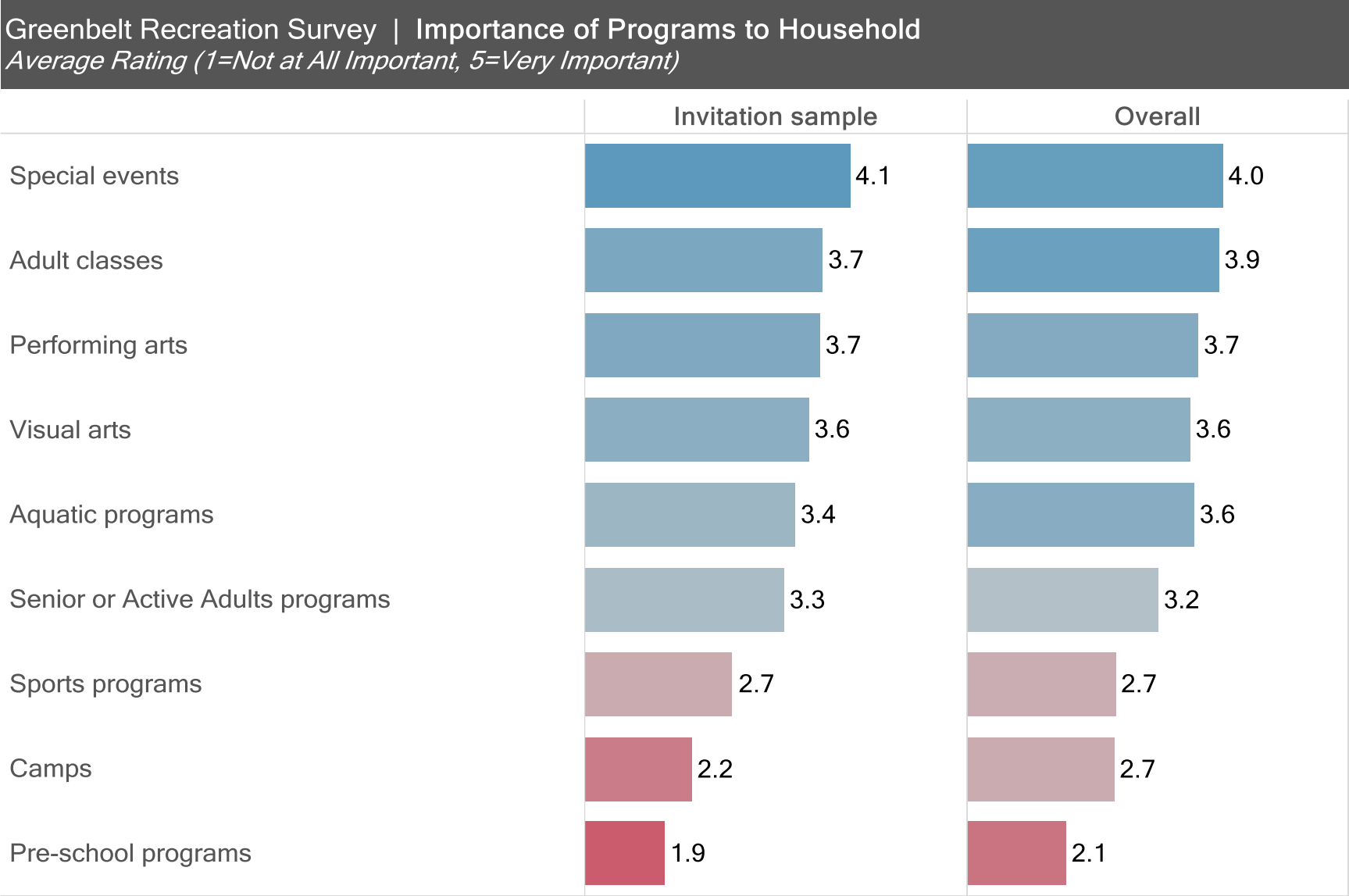
# COMMUNITY SURVEY – ARE FACILITIES MEETING NEEDS?



Source: RRC Associates

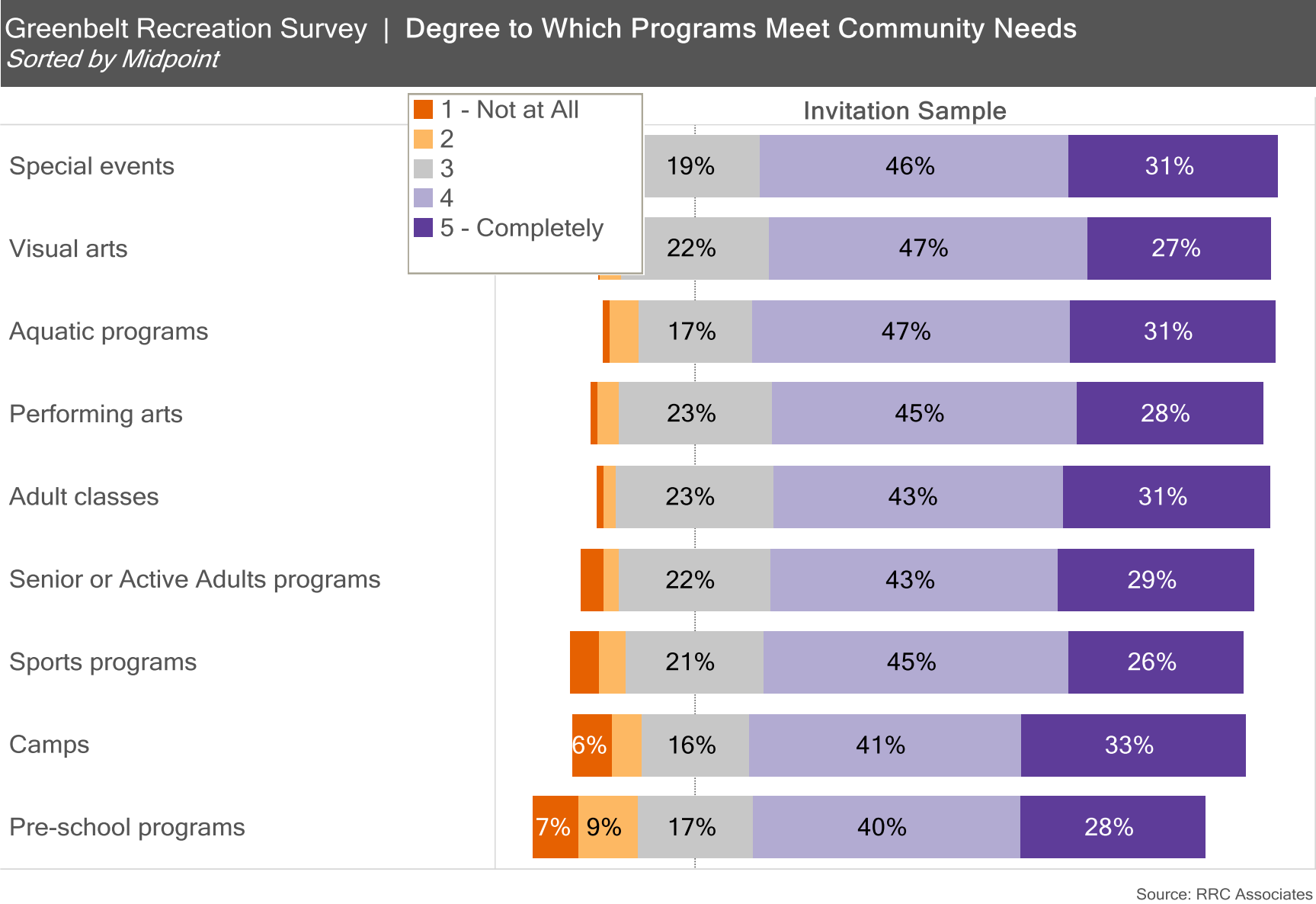


# COMMUNITY SURVEY – IMPORTANCE OF EXISTING PROGRAMS



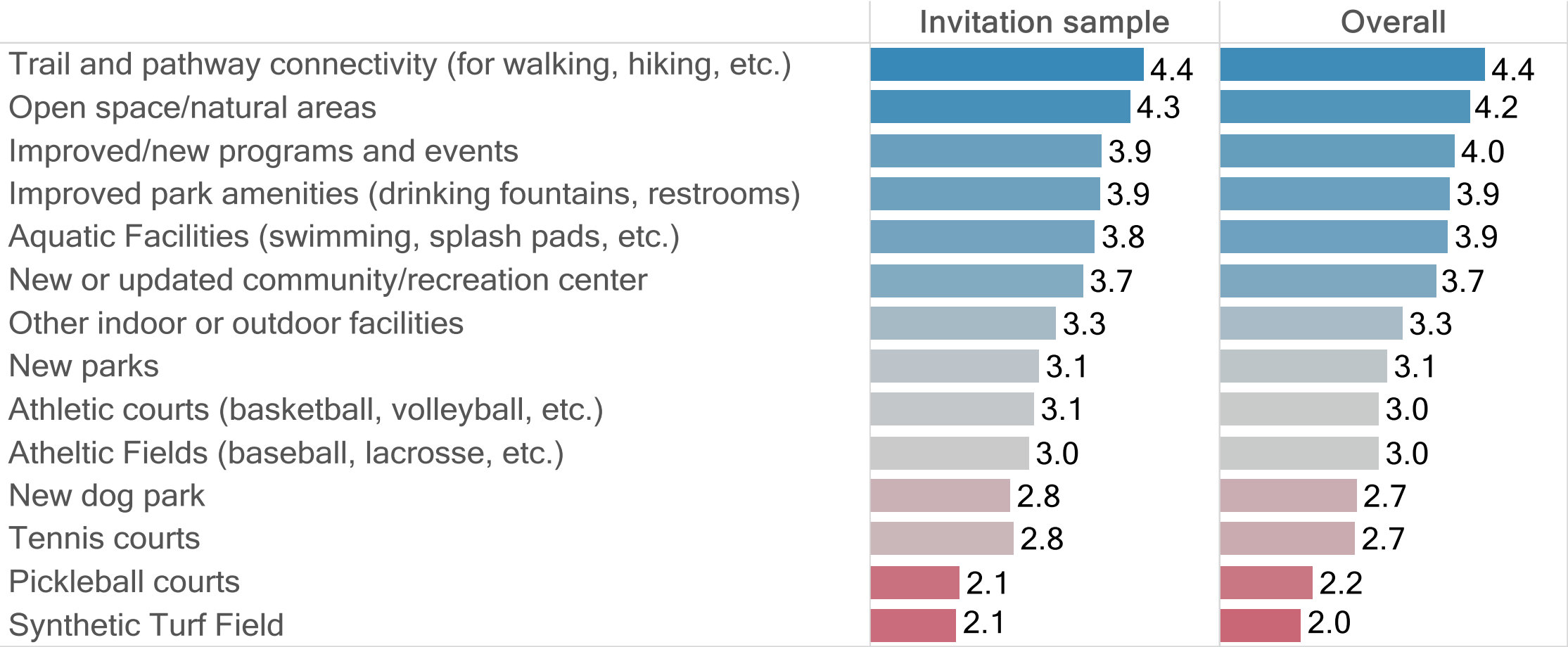
Source: RRC Associates

# COMMUNITY SURVEY – ARE PROGRAMS MEETING NEEDS?



# COMMUNITY SURVEY – FUTURE PRIORITIES

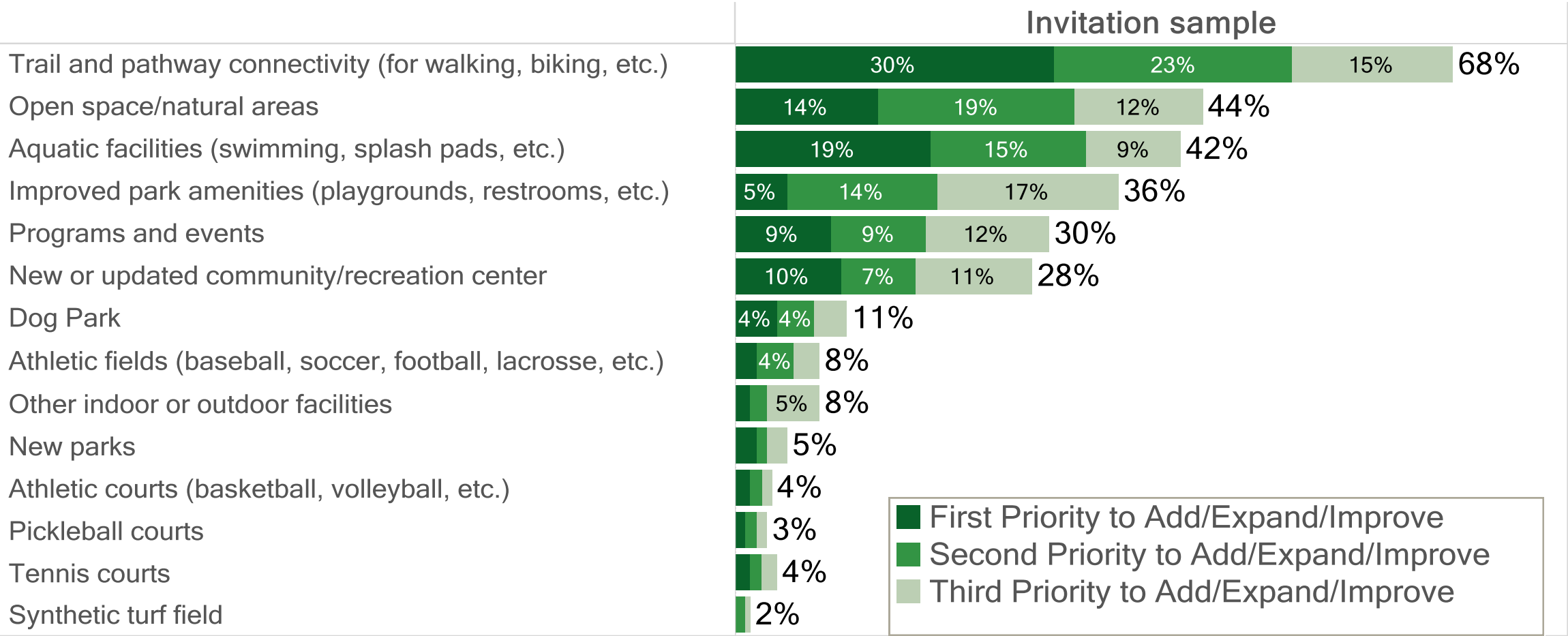
Greenbelt Recreation Survey | Importance of Adding, Expanding, or Improving Facilities  
*Average Rating (1=Not at All Important, 5=Very Important)*



Source: RRC Associates

# COMMUNITY SURVEY – FUTURE PRIORITIES

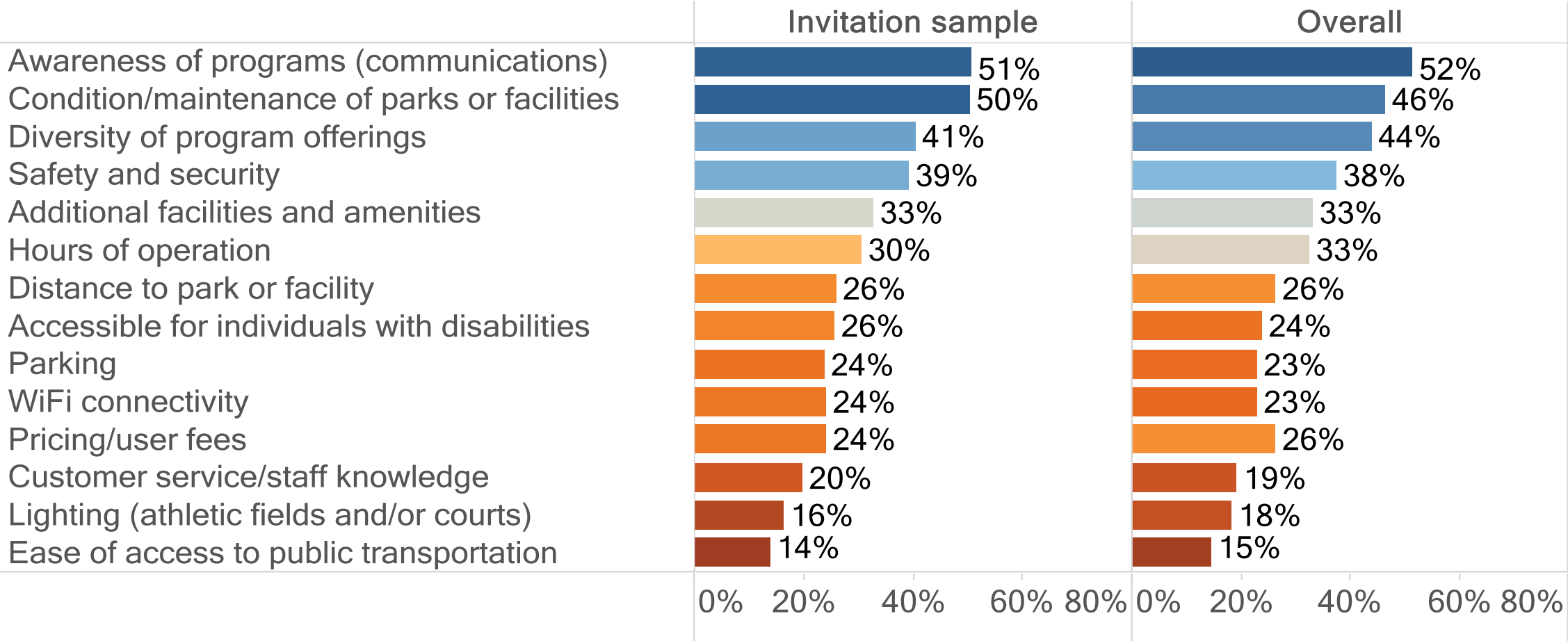
## Greenbelt Recreation Survey | Top Three Highest Priorities to be Added, Expanded, or Improved



Source: RRC Associates

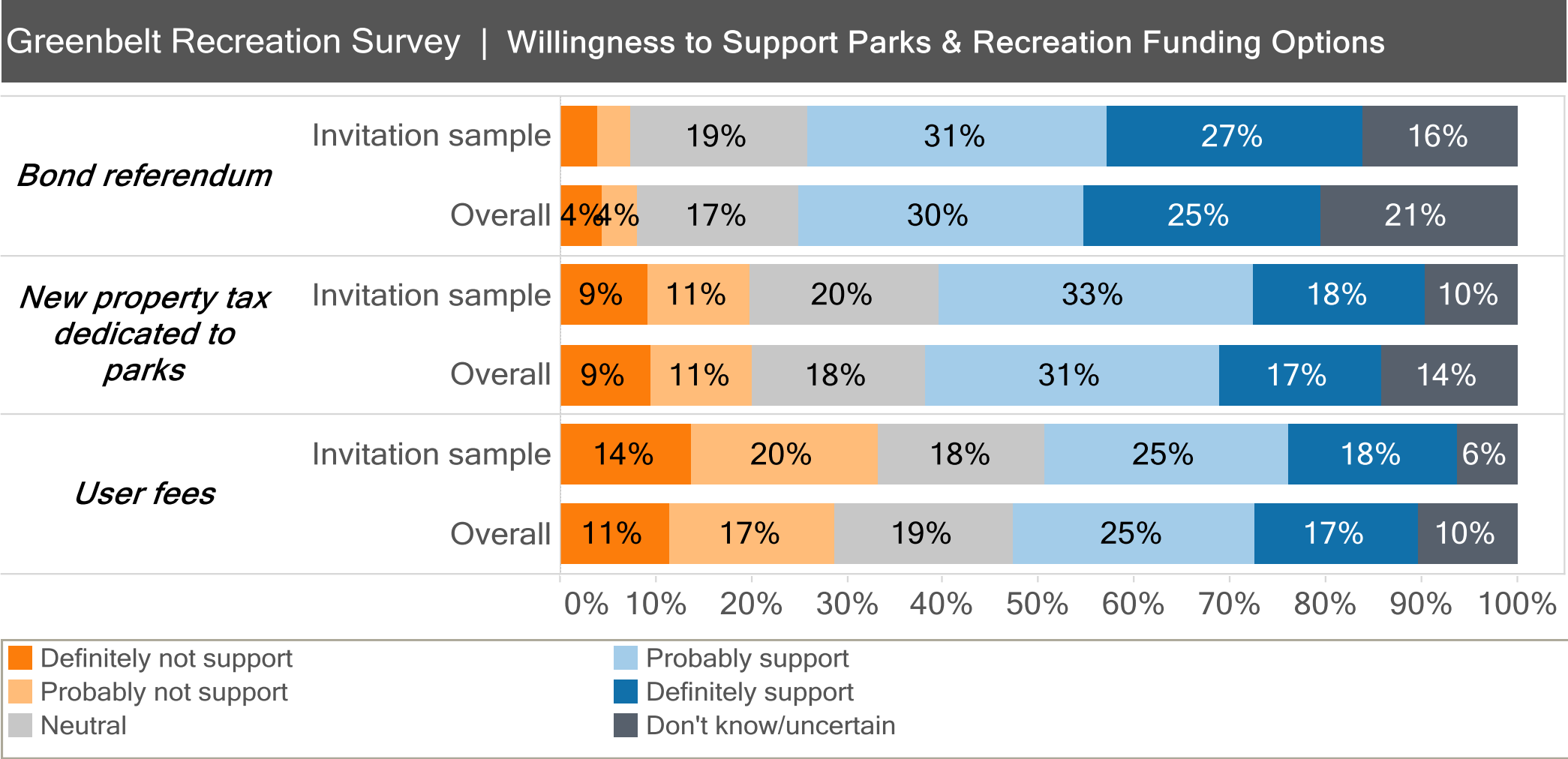
# COMMUNITY SURVEY – WHAT WOULD INCREASE YOUR USE?

Greenbelt Recreation Survey | Most Important Areas that, If Addressed, Would Increase Usage of Facilities



Source: RRC Associates

# COMMUNITY SURVEY – HOW TO INCREASE EXISTING PARKS AND RECREATION RESOURCES?

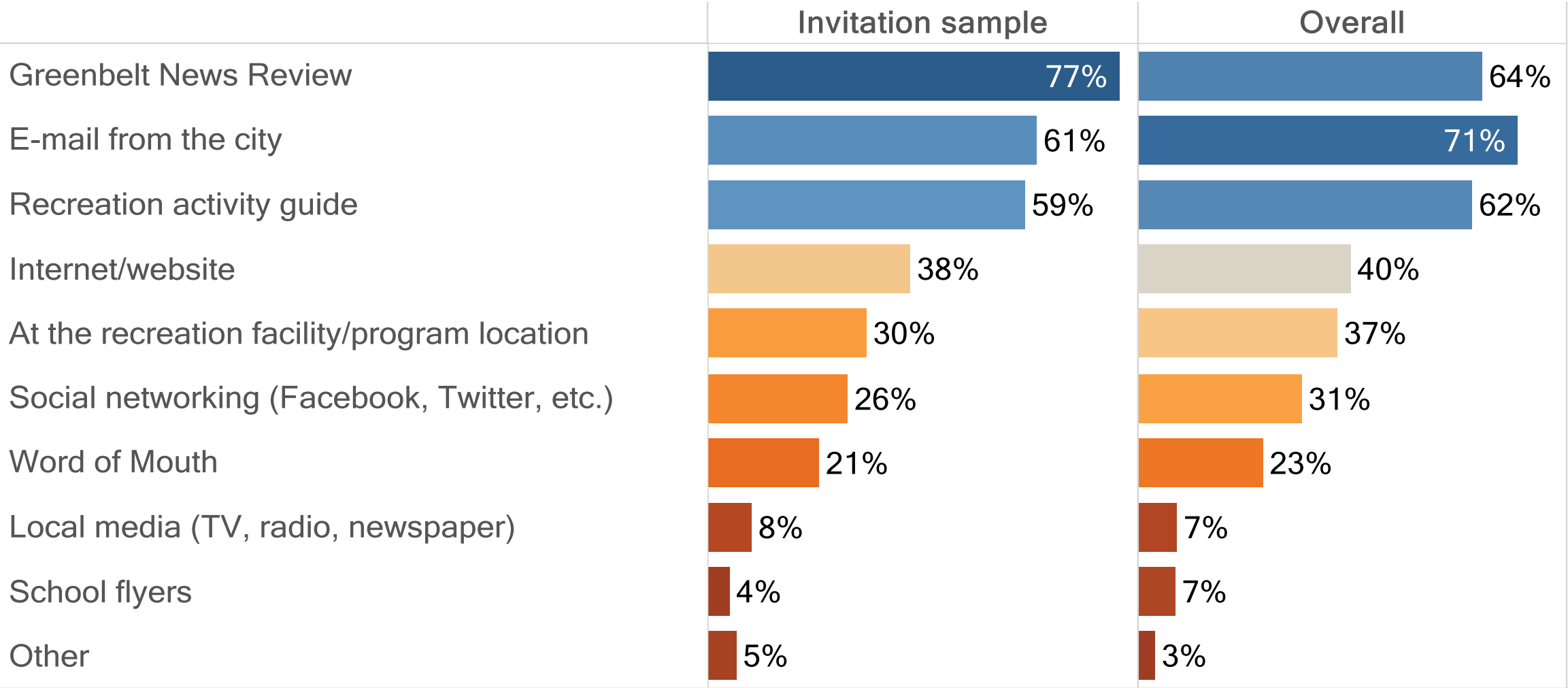


Source: RRC Associates



# COMMUNITY SURVEY – HOW TO SHARE INFORMATION?

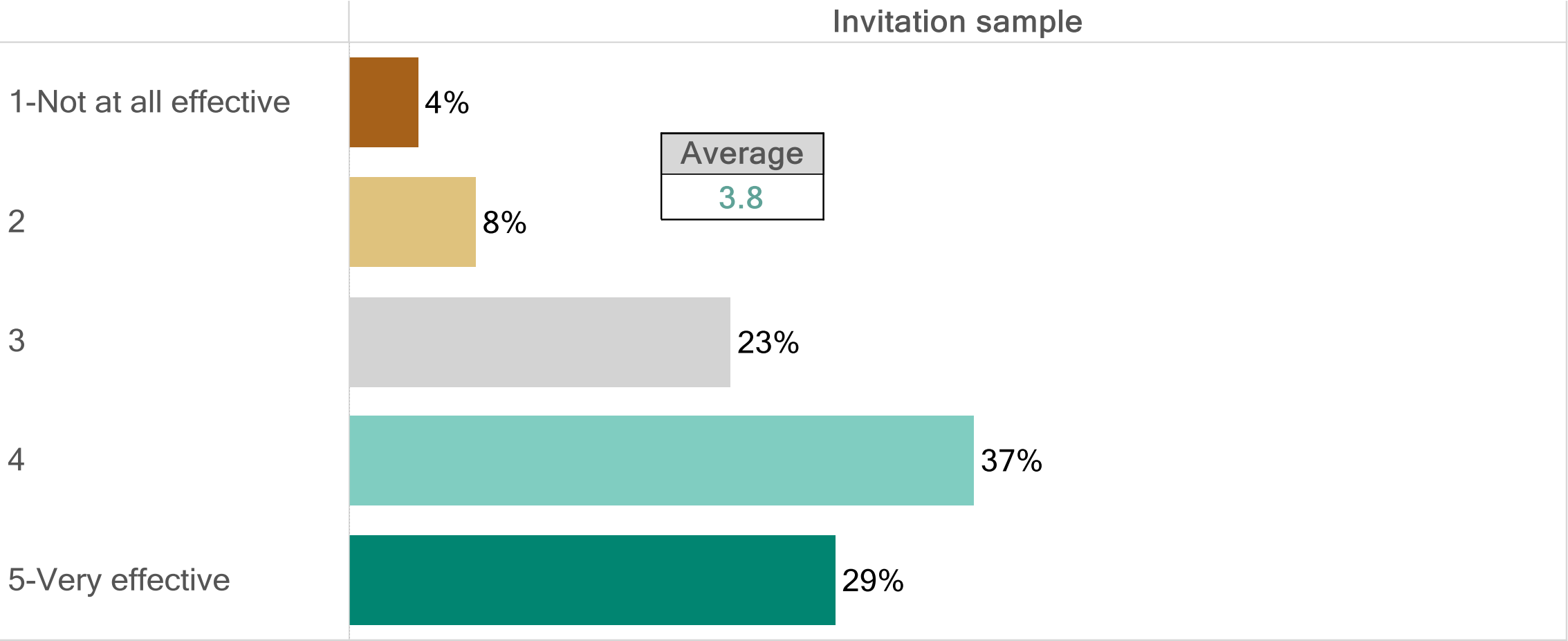
Greenbelt Recreation Survey | Best Way to Reach You With Parks & Recreation Information



Source: RRC Associates

# COMMUNITY SURVEY – HOW TO SHARE INFORMATION?

Greenbelt Recreation Survey | How effective are we at reaching you with information on parks and recreation facilities, services, and programs?



Source: RRC Associates

# COMMUNITY SURVEY – SAMPLE OF OPEN ENDED COMMENTS

*I am very pleased with the Senior programs and assistance available. I use them OFTEN for my mother. I would like to see more advertisement of these programs to that others may utilize their services.*

*The City of Greenbelt's Parks and Recreation program does a great job providing programs and caring for facilities.*

*The small area of land soon to be seeded to Greenbelt inside of Greenbelt Station that is currently undeveloped would be PERFECT for a dog park or a small splash pad!*

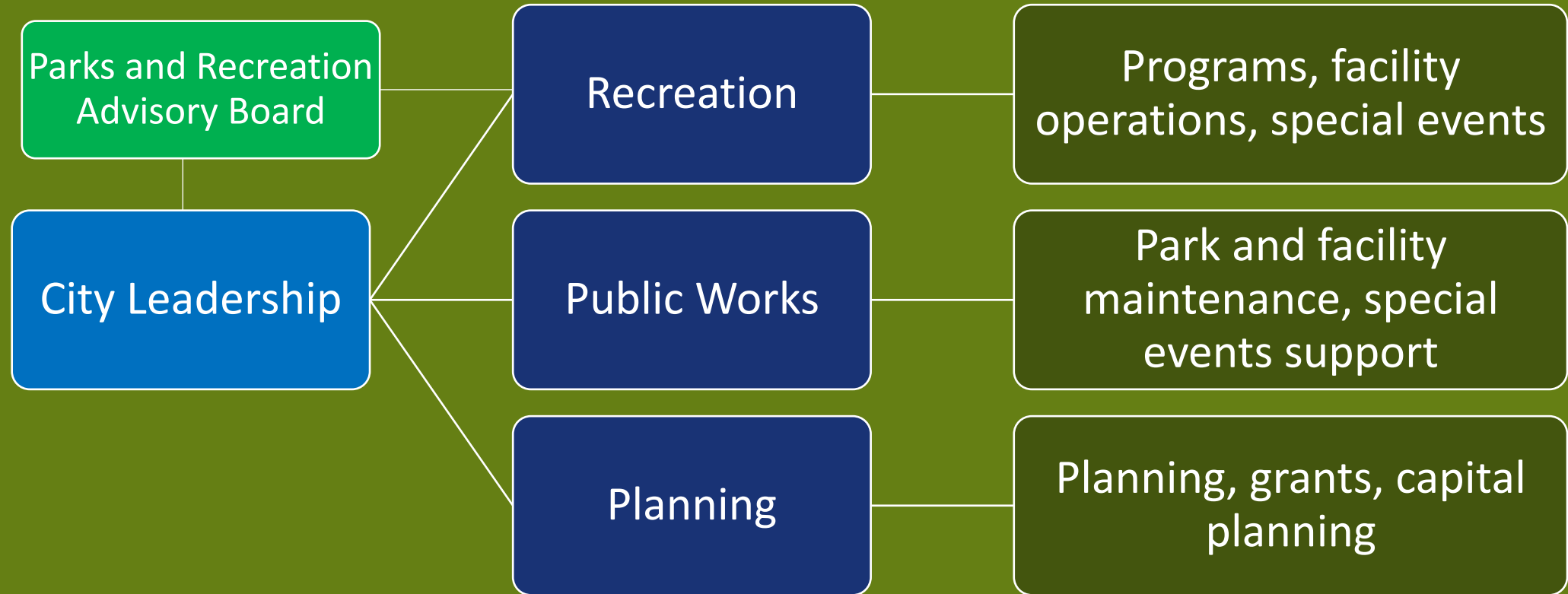
*Trails need to connect with other Prince George's trails without traveling along or across major roadways. Greenbelt trails need to interconnect without traveling along or across major roadways.*

*Please make Greenbelt more bicycle friendly!*

*While I can afford to spend money on parks and recreation I don't want to make it unaffordable for the general public. It's important that everyone has access to these resources.*



# PRIMARY CITY RESOURCES SUPPORTING RECREATION



# PRIMARY CITY RESOURCES SUPPORTING RECREATION

## Public Works

16 Full-time equivalent  
Parks staff:

- 6 - playgrounds
- 4 - ballfields and fixtures
- 6 - horticulture

Maintains 515 acres of  
parks, athletic fields,  
trails, and public grounds

Total operating budget FY2018:  
\$5,781,700

- \$1.2 million for parks maintenance
- \$4.5 million for facility operation and programming

## Recreation

59.6 Full time equivalent  
staff:

- Arts, fitness, leisure programs and special events
- Facility operations

Programs, facilities, and  
special events reach tens  
of thousands of users  
annually

# PRIMARY CITY RESOURCES SUPPORTING RECREATION

## FY 2018 – Parks and Recreation Funded Capital Improvement Program

- Playground Improvements: \$169,300
- Pedestrian / Bicycle Improvements: \$20,000
- Greenbelt Lake Dam Repairs: \$50,000
- Greenbrook Trails: \$16,000
- Second Dog Park: \$15,000
- Aquatic and Fitness Center Roof/HVAC/Boilers: \$425,400
- Buddy Attick Park Master Plan: \$300,000
- Community Center Sculpture Repair: \$31,600
- Land Acquisition: \$230,000

**Total: \$1,257,300**





Close to home, affordable public recreation opportunities are a historic part of the community and remain important today.

Residents are generally satisfied with existing recreation opportunities but would like the City's parks and facilities to be:

- Better maintained
- Offer a wider diversity of programs
- Connected by bicycle and pedestrian pathways, and be within a short distance from home.

Means for better connecting with renters and diverse groups within the community is needed.

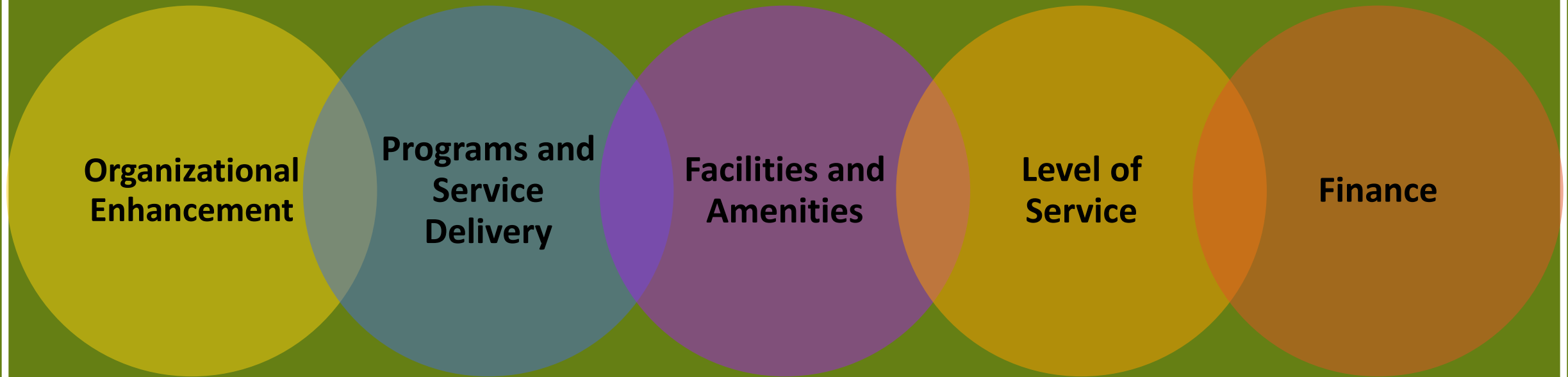
Planned capital improvements (FY2018) appear in-line with wants and needs identified in this planning process.

## KEY FINDINGS



# PRELIMINARY RECOMMENDATIONS

## FIVE FOCUS AREAS



Enhance regular parks and facility maintenance programs and standards.

Formalize operating relationship between Recreation and Public Works regarding park maintenance.

Ensure adequate staff and resources are available for meeting operational, maintenance, and service delivery expectations.

## PRELIMINARY RECOMMENDATIONS



Continue to provide high-quality recreation, fitness, sports, arts and leisure programs for all ages and abilities.

Continue to develop new programs and expand the diversity of activities offered, including in the arts.

Explore the potential to offer more community-wide special events.

## PRELIMINARY RECOMMENDATIONS



**Programs and  
Service  
Delivery**

## PRELIMINARY RECOMMENDATIONS

Develop and implement park maintenance standards and schedule for regular, reoccurring tasks. Focus on high-use amenities including athletic fields. Be proactive.

Continue to repair and upgrade existing facilities and amenities.

Consider creating and funding new budget reserve accounts specifically for replacing aging amenities and equipment.



## PRELIMINARY RECOMMENDATIONS

Continue to implement a bicycle and pedestrian master plan.

Find new and innovative means for engaging the city's diverse racial, ethnic, and socio-economic residents, and renters.

Continue to explore opportunities to acquire land for new parks and to expand existing parks and open spaces.



## PRELIMINARY RECOMMENDATIONS

Continue to leverage federal, state, and county grants to help fund capital projects.

Explore opportunities for new partnerships or sponsorships.

Evaluate program fee structures and cost recovery goals annually.



## NEXT STEPS

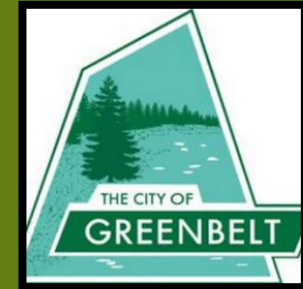
1. Feedback and questions regarding findings.
2. Project team develops preliminary recommendations into goals, objectives and prioritized action plan.
3. Draft plan developed.
4. Draft plan presented and vetted by City.
5. Final plan presented and delivered.







## PROJECT CONTACTS



**Joe McNeal**

*Assistant Director of Facilities*

*Greenbelt Recreation*

*[jmcneal@greenbeltmd.gov](mailto:jmcneal@greenbeltmd.gov)*

**GREENPLAY<sup>LLC</sup>**

*The Leading Edge In Parks, Recreation  
And Open Space Consulting*

**Adam Bossi**

Project Manager

*[Adamb@greenplayllc.com](mailto:Adamb@greenplayllc.com)*